

Chapter 23

Social Change in Global Perspective

Chapter Outline

- What is Social Change?
- Theories of Social Change
- The Causes of Social Change
- Modernization
- Global Theories of Social Change
- Diversity, Globalization and Social Change

What Is Social Change?

- Social change is the alteration of social interactions, institutions, stratification systems, and elements of culture over time.
- Microchanges are subtle alterations in the day to day interaction between people.
- Macrochanges are gradual transformations that occur on a broad scale and affect many aspects of society.

Characteristics of Social Change

1. Social change is uneven.
2. Onset and consequences of social change are often unforeseen.
3. Social change creates conflict.
4. The direction of social change is not random.

Polling Question

- The government should recognize homosexual marriages under the law with the same privileges as heterosexual marriages.
 - A.) Strongly agree
 - B.) Agree somewhat
 - C.) Unsure
 - D.) Disagree somewhat
 - E.) Strongly disagree

Theories of Social Change: General Theories

	How do societies change?
Functionalist Evolutionary Theory	From simple to complex and to a differentiated division of labor.
Conflict Theory	From class-based to a classless society.
Cyclical Theory	They develop in cycles from idealistic to sensate culture.

Theories of Social Change: General Theories

Primary cause of social change	
Functionalist Evolutionary Theory	Technology
Conflict Theory	Economic conflict between social classes
Cyclical Theory	Necessity for growth

Theories of Social Change: Global Theories

How do societies change?	
Modernization Theory	Become homogenized due to technological change.
World Systems Theory	Unequal relationships result in some nations becoming more advanced.
Dependency Theory	Successful nations control the development of less powerful nations, which become dependent on them

Theories of Social Change: Global Theories

	Primary cause of social change
Modernization Theory	Technology and global development
World Systems Theory	Growth of international capitalism
Dependency Theory	Economic inequality in the global economy

Causes of Social Change

- Revolution
- Collective Behavior
- Cultural Diffusion
- Technological Innovation
- Social Movements
- Inequality
- Population
- War

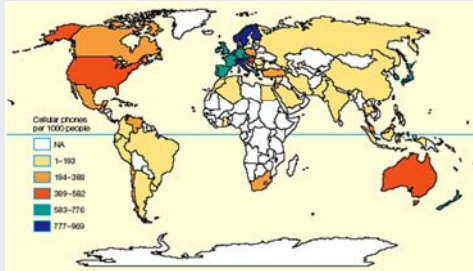
Revolution

- The overthrow of a state or the total transformation of central state institutions.
 - Social structural conditions that often lead to revolution:
 - A highly state do repressed that a strong political culture develops out of resistance.
 - A major economic crisis or the development of a new economic system that transforms the world economy.

Cultural Diffusion

- The transmission of cultural elements from one society or cultural group to another.
- Cultural diffusion can occur by means of trade, migration, mass communications media, and social interaction.

Technological Penetration



Polling Question

- Which of the following comes closest to your own view?
 - A.) We should emphasize tradition more than high technology.
 - B.) We should emphasize high technology more than tradition.

Population and Change: The Graying of America

- By the year 2015, 27% of the population will be age 55 and older (U.S. Census Bureau 2004).
- The proportion of the population classified as the "oldest old," those over the age of 85, will continue to increase.
- Women will continue to outnumber men, among the old as well as among the oldest old.

Modernization

- Social and cultural change initiated by industrialization and followed by increased social differentiation and division of labor.
- Characteristics
 1. Modernization is typified by the decline of small, traditional communities.
 2. With increasing modernization, a society becomes more bureaucratized.
 3. There is a decline in the importance of religious institutions.

Ferdinand Tönnies

- Tönnies argued that the Industrial Revolution, with its emphasis on efficiency, destroyed the sense of community (*gemeinschaft*) and personal ties substituting feelings of rootlessness and impersonality (*gesellschaft*).

Three Main Orientations of Personality

- Social theorist David Riesman argued that the following orientations of personality can be traced to social structural conditions:
 - other-directedness—The individual is guided by the observed behavior of others and characterized by conformity.
 - inner-directedness—The individual is guided by internal principles and morals
 - tradition-directedness—conformity to longstanding and time-honored norms, practices, and styles of life.

Globalization

- Refers to the increased interconnectedness and interdependence of different societies around the world.
- The irresistible trend in the twentieth century was for societies to develop deep dependencies on each other, with interlocking economies and social customs.
- In Europe, this trend has proceeded as far as developing a common currency, the euro, for all nations participating in the newly constructed common economy.

Modernization Theory

- States that global development is a worldwide process affecting nearly all societies touched by technological change.
- The theory argues that more advanced technology results in greater differentiation, thus more modernization.

World Systems Theory

- Argues that all nations are members of a worldwide system of unequal political and economic relationships that benefit the developed and technologically advanced countries at the expense of the less technologically advanced and less developed.
- Less developed nations are thus shortchanged in the world system. As discussed in Chapter 10, this

World Systems Theory

- *Core nations*, such as the United States, England, and Japan, produce goods and services both for their own consumption and for export.
- The core nations import raw materials and cheap labor from noncore nations situated in Africa, Latin America, South America, and parts of Asia.
- These nations occupy lower positions in the global economy, thus showing a stratification of the global economy.

Dependency Theory

- Dependency theory sees the highly industrialized core nations as transferring only those narrow capabilities it serves them to deliver.
- Core nations seek to preserve the status quo because they derive benefits in the form of cheap raw materials and labor from the noncore, or peripheral, nations.
- Thus core nations actively prevent upward social and economic mobility within and among the developing noncore nations.

Quick Quiz

1. The alteration of social relationships, institutions, stratification systems, and elements of culture over time, is referred to as:
- a. social change
 - b. collective changes
 - c. social movement
 - d. social microchanges

Answer: a

- The alteration of social relationships, institutions, stratification systems, and elements of culture over time, is referred to as **social change**.

2. _____ are gradual transformations that occur on a broad scale and affect many aspects of society.
- a. Macrochanges
 - b. Extreme changes
 - c. Pseudo-changes
 - d. Microchanges

Answer: a

- **Macrochanges** are gradual transformations that occur on a broad scale and affect many aspects of society.

3. "The primary cause of social change is the need for growth." This statement most closely reflects:

- a. modernization theory
- b. functionalism
- c. cyclical theory
- d. conflict theory

Answer: c

- "The primary cause of social change is the need for growth." This statement most closely reflects **cyclical theory**.

4. "Societies become more homogenized as the result of technological change." This statement most closely reflects:
- a. dependency theory
 - b. cyclical theory
 - c. modernization theory
 - d. functionalism

Answer: c

- Societies become more homogenized as the result of technological change." This statement most closely reflects **modernization theory**.

5. _____ refers to a state characterizes by a sense of fellow feeling, strong personal ties, and sturdy primary group memberships.
- a. Gemeinschaft
 - b. Urban folk
 - c. Tonnies' village
 - d. Gesellschaft

Answer: a

- **Gemeinschaft** refers to a state characterizes by a sense of fellow feeling, strong personal ties, and sturdy primary group memberships.
